

# PM Lefts Name Test

desire to go lower

Ever tried any of the  
four parent brands

Phily - 100 stores  
Stratbridge and Clatter  
sears  
Upper middle

LA - 156 stores  
sears  
Middle upper  
Ford Trappie

Louville - 60 stores -  
tremendous traffic  
Consolidated and Target  
Middle

Fort Walk - Hulen Mall  
Sanger Harris  
Wards  
93 stores  
Middle - Upper middle

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